



## Media Release

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### CHILDREN WITH SPECIAL NEEDS SHARE A MAGICAL MOMENT WITH SANTA AT SALMON RUN MALL DURING SENSORY-FRIENDLY SANTA EVENT

*Salmon Run Mall presents sensory-friendly photo sessions with Santa exclusively for families of children with special needs*

- WHAT** Santa welcomes children of all ages and abilities! This compassionate, sensory-friendly event allows families with children with all spectrums of special needs to experience the time-honored tradition of a Santa visit, in a comforting environment prior to public hours. Accommodations are made to support the sensory, physical, and developmental needs of this special audience.
- WITH** Sensory-Friendly Santa is held in partnership with [Autism Speaks](#), the world's leading autism science and advocacy organization dedicated to funding research into the cause, prevention, treatment and cure for autism, increasing awareness of autism spectrum disorders, and advocating for the needs of individuals with autism and their families.
- WHEN** Sunday, December 9<sup>th</sup> from 9 a.m. to 10:30 a.m. in the Court Area near Sears at the Santa Set
- COST** Visits with Santa are free. Space is limited and families are encouraged to reserve a time in advance at: [www.eventbrite.com](http://www.eventbrite.com). Keepsake Santa photo packages will be available for purchase during the event.
- WHERE** **Salmon Run Mall**  
Court Area near Sears  
21182 Salmon Run Mall Loop West  
Watertown, NY 13601

To get the latest updates and information on this and other events at the center please visit our website, [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com) or like us at [www.facebook.com/salmonrunmall](http://www.facebook.com/salmonrunmall).

#### **About Salmon Run Mall**

Salmon Run Mall is the premier shopping and entertainment destination for the Northern New York market, including a very strong Canadian segment. The center is anchored by Best Buy, Burlington Coat Factory, Sears, JC Penney, Dick's Sporting Goods, Gander Mountain, Bon Ton and Christmas Tree Shops and offers more than 80 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at: [www.shopsalmonrunmall.com](http://www.shopsalmonrunmall.com)

#### **About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).